

COLORADO COMMISSION ON AFFORDABLE HEALTH CARE

COMMITTEE/MEETING NAME: Communications Liaison Meeting	CHAIRPERSON: Jeff Cain
DATE: May 5, 2015	TIME: 4:00 – 5:00 PM
MINUTES RECORDED BY: Keystone	LOCATION: Phone
ATTENDEES: Jeff Cain, Rebecca Cordes, Marcy Morrison, Steve Erkenbrack, Lorez Meinhold and Cally King (Keystone)	

Ground Rules: Start on time, Stay on Task, Maintain Respectful Dialogue. Everyone gets a chance to speak before repeats.

Agenda Items	Discussion	Follow-up/Actions
I. Review Agenda	Cindy Sovine-Miller would like to provide input into the communications plan.	
II. Review and Approve Minutes from prior meeting	Minutes approved without any objections or additions.	
III. Updates: a. Commission website b. Statewide meeting planning	<p>a) Formal contract just signed with SIPA guaranteeing the Commission website will be up in no more than 90 days.</p> <ul style="list-style-type: none"> Will push for the date to be sooner as the website will be important, especially for the state-wide meetings <p>b) The statewide meeting planning is underway with a draft itinerary.</p> <ul style="list-style-type: none"> Think about if we want to direct media attention to and presence at the state outreach meetings. 	<ul style="list-style-type: none"> Provide messaging for Commissioners on the statewide outreach meetings to help send invites including “why” the Commission is visiting.
IV. Communications Plan a. 30-60-90 day plan b. Draft communications plan	<p>a) Jeff provided an update on the 30-60-90 day communications plan</p> <ul style="list-style-type: none"> Who do we want our priority communication targets to be? <ul style="list-style-type: none"> Begin outreach with the Governor’s Office, followed by chairs, vice-chairs and ranking minority members from the committees of reference (including the bill sponsors – Senators Aguilar and Roberts – and their input on who needs to be reached out to), then legislative leadership Need to define our communications in advance of these meetings to provide a direct update of who the Commission is and what it is working on. The briefings with legislators should be done to provide an initial “meet and greet” and overview of the 	<ul style="list-style-type: none"> Marcy and Steve volunteered to act as spokespeople for the Commission for legislative outreach Keystone to put together list of priority communication targets based off today’s conversation Jeff and Lorez to finalize Committee budget; Committee members should provide thoughts on budget needs and ideas to Lorez during the mean time. Committee members should send ideas on communication outreach to Lorez and Jeff within

	<p>Commission, with a follow-up meeting to provide more in-depth information.</p> <ul style="list-style-type: none"> • Who is meeting with these targets on behalf of the Commission? <ul style="list-style-type: none"> ○ Should be at least two Commissioners, preferably a democrat and republican or someone with good relationships on both sides, who are the designated spokespeople of the Commission to keep communications and messaging consistent ○ Volunteers: Marcy and Steve volunteered to serve as these spokespeople with Jeff and Rebecca's support/back-up as needed • Development of a Budget Narrative for the Committee's work so the overall Commission budget can be finalized <ul style="list-style-type: none"> ○ This budget is separate from the overall Commission budget – it should be based on the direct needs of the communications liaison committee • Timing <ul style="list-style-type: none"> ○ It would seem to be more realistic to push-out this portion of the communications strategy to the end of May/early June <p>b) The draft, long-term communications plan is the responsibility of this Committee</p> <ul style="list-style-type: none"> • Specific audiences (pg. 5) needs to be more thoroughly thought out with intentional outreach strategies and how to better address these various groups • The editorial calendar is a tool to help plan out and prioritize specific media outreach but does not necessarily mean outreach is necessary in each field outlined • Tools to potentially discard from the draft plan: <ul style="list-style-type: none"> ○ Social Media – difficult to manage and opens door to inconsistent messaging. If Twitter is used there will be a need to create protocols on the use of a Twitter account. ○ Should keep in mind that different communication tools reach different audiences and there should be a combination of tools. ○ We should prioritize our communication tools with the Governor and Legislature first, and then look at the other options as our scope expands. 	<p>the next 2 weeks - who to reach out to and how/what tools to use to reach them (social media, blogs, editorial boards, business journals, etc.).</p>
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V. Other updates		
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Meeting was adjourned at 5:10 PM